

Use of information sources during the purchase process / men Autumn 2017/Spring 2018

Cars | Style & Fashion | Travelling | Health & Well-being |
Food & Cooking | Cosmetics & Cosmetic Brands |
Furniture & Decorating | Building & Renovating | Gardening |
Home entertainment electronics & Information technology |
Saving & investing

Source: NRS MG + total Autumn 2017/Spring 2018

Target group: men, n=4 888, est. 2 180 000

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Ideas & tips:

“Which of the following information sources you use when looking for ideas and tips of different products?”

Purchase decision:

”Which of the following information sources you use when making a purchase decision?

For example when comparing quality and features of a product/service.”

Purchase process / Cars (men)

Which of the following information sources you use when looking for ideas and tips of different products?

Which of the following information sources you use when making a purchase decision?

For example when comparing quality and features of a product/service.



	 Ideas and tips	 Purchase decision	
Print magazines	24	20	%
Magazine websites	13	15	%
Blogs and videoblogs	6	7	%
Social media (esim. Facebook)	12	12	%
Newspapers	19	15	%
Newspaper websites	8	7	%
Television	11	7	%
Radio	2	1	%

Purchase process / Style and fashion (men)

Which of the following information sources you use when looking for ideas and tips of different products?

Which of the following information sources you use when making a purchase decision?

For example when comparing quality and features of a product/service.



	 Ideas and tips	 Purchase decision	
Print magazines	13	11	%
Magazine websites	6	6	%
Blogs and videoblogs	5	5	%
Social media (esim. Facebook)	9	8	%
Newspapers	7	7	%
Newspaper websites	3	3	%
Television	9	7	%
Radio	1	1	%

Purchase process / Travelling (men)

Which of the following information sources you use when looking for ideas and tips of different products?

Which of the following information sources you use when making a purchase decision?

For example when comparing quality and features of a product/service.



	 Ideas and tips	 Purchase decision	
Print magazines	21	15	%
Magazine websites	11	10	%
Blogs and videoblogs	8	7	%
Social media (esim. Facebook)	14	12	%
Newspapers	14	10	%
Newspaper websites	7	6	%
Television	16	9	%
Radio	3	1	%

Purchase process / Food and cooking (men)

Which of the following information sources you use when looking for ideas and tips of different products?

Which of the following information sources you use when making a purchase decision?

For example when comparing quality and features of a product/service.



	Ideas and tips	Purchase decision	
Print magazines	28	17	%
Magazine websites	14	11	%
Blogs and videoblogs	10	7	%
Social media (esim. Facebook)	16	11	%
Newspapers	17	13	%
Newspaper websites	8	7	%
Television	23	10	%
Radio	2	1	%

Purchase process / Health and well-being (men)

Which of the following information sources you use when looking for ideas and tips of different products?

Which of the following information sources you use when making a purchase decision?

For example when comparing quality and features of a product/service.



	Ideas and tips	Purchase decision	
Print magazines	20	14	%
Magazine websites	7	7	%
Blogs and videoblogs	5	5	%
Social media (esim. Facebook)	8	7	%
Newspapers	10	7	%
Newspaper websites	4	3	%
Television	11	7	%
Radio	2	1	%

Purchase process / Cosmetics and cosmetic brands (men)

Which of the following information sources you use when looking for ideas and tips of different products?

Which of the following information sources you use when making a purchase decision?

For example when comparing quality and features of a product/service.



	 Ideas and tips	 Purchase decision	
Print magazines	8	7	%
Magazine websites	2	4	%
Blogs and videoblogs	2	3	%
Social media (esim. Facebook)	5	6	%
Newspapers	5	5	%
Newspaper websites	1	2	%
Television	8	5	%
Radio	2	1	%

Purchase process / Furniture and decorating (men)

Which of the following information sources you use when looking for ideas and tips of different products?

Which of the following information sources you use when making a purchase decision?

For example when comparing quality and features of a product/service.



	 Ideas and tips	 Purchase decision	
Print magazines	20	14	%
Magazine websites	6	7	%
Blogs and videoblogs	4	4	%
Social media (esim. Facebook)	8	8	%
Newspapers	11	10	%
Newspaper websites	3	4	%
Television	12	8	%
Radio	1	1	%

Purchase process / Building and renovating (men)

Which of the following information sources you use when looking for ideas and tips of different products?

Which of the following information sources you use when making a purchase decision?

For example when comparing quality and features of a product/service.



	 Ideas and tips	 Purchase decision	
Print magazines	27	19	%
Magazine websites	10	11	%
Blogs and videoblogs	5	5	%
Social media (esim. Facebook)	8	8	%
Newspapers	12	10	%
Newspaper websites	4	5	%
Television	15	9	%
Radio	2	1	%

Purchase process / Gardening (men)

Which of the following information sources you use when looking for ideas and tips of different products?

Which of the following information sources you use when making a purchase decision?

For example when comparing quality and features of a product/service.



	 Ideas and tips	 Purchase decision	
Print magazines	22	16	%
Magazine websites	7	7	%
Blogs and videoblogs	3	4	%
Social media (esim. Facebook)	6	7	%
Newspapers	9	7	%
Newspaper websites	3	3	%
Television	13	9	%
Radio	1	1	%

Purchase process / Home entertainment and IT (men)

Which of the following information sources you use when looking for ideas and tips of different products?

Which of the following information sources you use when making a purchase decision?

For example when comparing quality and features of a product/service.



	 Ideas and tips	 Purchase decision	
Print magazines	26	20	%
Magazine websites	16	16	%
Blogs and videoblogs	12	12	%
Social media (esim. Facebook)	16	15	%
Newspapers	14	10	%
Newspaper websites	6	7	%
Television	13	9	%
Radio	2	1	%

Purchase process / Saving and investing money (men)

Which of the following information sources you use when looking for ideas and tips of different products?

Which of the following information sources you use when making a purchase decision?

For example when comparing quality and features of a product/service.



	Ideas and tips	Purchase decision	
Print magazines	18	15	%
Magazine websites	9	9	%
Blogs and videoblogs	5	5	%
Social media (esim. Facebook)	7	7	%
Newspapers	14	11	%
Newspaper websites	7	6	%
Television	8	6	%
Radio	2	1	%